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MEMORANDUM FOR: Deputy Director of Personnel  
for Recruitment and Placement

25X1 FROM :   
Associate Coordinator for  
Student Trainee Programs

SUBJECT : Student Trainee Recruitment

1. Fall 1978 was a very active period for the Student Trainee Program. In an effort to satisfy an increase in Student Trainee requirements, fourteen campuses were visited and 196 students interviewed. Currently, there are requirements for 153 trainees - a 20% increase over FY 78. Much of this increase can be attributed to ORD, ORPA and OS joining the Program.

2. On several campuses pre-interview briefings were attended by student groups ranging from fifteen to forty-five students. The questions that followed consistently reflected serious interest in Agency employment. Fortunately, the recruiter did not become the target of hostile student groups during his campus visits. While visiting at the University of Southern Mississippi, the recruiter and the accompanying OWI representative were invited to meet with the Governor, Cliff Finch, who happened to be visiting that day.

3. This recruiting period was a success; however, a trend is underway that might affect future student trainee recruiting. Competition is increasing as more employers enter the student trainee market. Virginia Polytechnic Institute and State University (VPI), where we have an excellent relationship, reports a 100% increase in employers visits for fall '78 over the same period in 1977. Because of this increase in requests for campus visits and conflicts with the Placement Office over interview facilities, the Director of Cooperative Education at VPI is considering limiting co-op recruiting to one week during the fall and spring.

4. Competition for outstanding students is intense and bidding for the outstanding female and minority engineering students is phenomenal. Often, students in the latter category are not interested in co-op because it means an additional year of college, so they opt for the lucrative summer positions that are becoming more prevalent.

5. Indications suggest a very bright future for co-op employment on which our Student Trainee Program is patterned. An explanation for this surge in popularity might be found in a recent study funded by the U.S. Office of Education. A total of 70 employers from a variety of business lines located in 27 states and the District of Columbia participated in the study. A summary of items covered in the survey follows:

a. Recruitment yields in terms of persons hired, as a percent of candidates interviewed, was 13 times higher for co-op students than for recent college graduates.

b. Co-op graduates received merit raises in salary and promotions more frequently than other college grads.

c. Recruitment costs averaged much less for co-op students (\$50) than for recent college graduates (\$800).

d. The percentage of minority group members hired was twice as high among co-op students as among recent college graduates.

e. In regard to labor costs, co-op students received lower salaries and fewer employee benefits than recent college grads. Total labor costs averaged 40% less for co-op students than for recent college grads, but starting salaries of co-op grads were 9% higher than for other college grads.

f. In conclusion, the results of the study suggested that Cooperative Education is an effective method of improving recruitment yields -- including identification and hiring of minority group members prior to their college graduation -- while also lowering recruitment costs, labor costs, and turnover rates among employees.

